

**Claims:** I claim

1. A mobile receiver unit for receiving from broadcast and personalizing digital data, comprising

a broadcast receiver for demodulating digital data from broadcast signal; and

an embedded computer, including an interface for accessing a removable storage device, for processing the demodulated digital data according to the software stored on said removable storage device attached to said embedded computer through said interface.

2. The apparatus of claim 1, wherein said embedded computer loads from said removable storage device software containing parameters.

3. The apparatus of claim 1, wherein said embedded computer loads from said removable storage device software containing programs.

4. The apparatus of claim 1, wherein said embedded computer includes a signaling means for alerting the user that demodulated digital data is available.

5. The apparatus of claim 1, further comprising a video display for displaying digital data.

6. The apparatus of claim 5, wherein said video display comprises a pacing means for displaying content with a plurality of pause lengths.

7. The apparatus of claim 6, wherein said pacing means includes selection of pause lengths through software stored on said removable storage device.

8. The apparatus of claim 1, further comprising an audio output system including a voice synthesizer for converting digital data to analog audio signals.

9. The apparatus of claim 1, further comprising an integrating means for connecting to a device selected from a group consisting of an automobile stereo, a personal stereo and a radio tuner.

10. A personalization system, comprising

an interactive computer, including an interface for accessing a removable storage device, for providing to the user an interactive means for choosing interactively a subset of a collection of personalization software, and for writing said collection of personalization software to said removable storage device; and

a mobile receiver unit for receiving from broadcast and personalizing digital data, comprising

a broadcast receiver for demodulating digital data from broadcast signal; and

an embedded computer, including an interface for accessing said

removable storage device, for processing the demodulated digital data according to said collection of personalization software stored on said removable storage device attached to said embedded computer through said interface.

11. The system of claim 10, wherein said interactive computer is a machine selected from the group consisting of desktop computers, laptop computers, handheld computers, television set top boxes and interactive television sets.

12. The system of claim 10, wherein said interactive computer writes to said removable storage device software containing parameters.

13. The system of claim 12, wherein said interactive computer includes a synchronizing means for synchronizing parameters stored on said removable storage device with the parameters used by a service selected from the group consisting of Internet personalization services and interactive television services.

14. The system of claim 10, wherein said interactive computer writes to said removable storage device software containing programs.

15. The system of claim 14, wherein the interactive computer includes a downloading means for downloading programs from Internet to said removable storage device.

16. The system of claim 14, wherein said interactive computer includes a programming means for identifying and building, by the user, programs to be executed by said embedded computer of said mobile receiver unit.